



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Wilcox, AL

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Rural Bypasses	77.3%	Population	12,806	12,668
Modest Income Homes	9.9%	Households	4,934	4,948
Rooted Rural	6.8%	Families	3,450	3,424
Heartland Communities	5.9%	Median Age	35.2	36.3
		Median Household Income	\$19,284	\$21,265

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	34	\$923.94	\$4,558,727
Men's	34	\$168.10	\$829,430
Women's	32	\$299.68	\$1,478,633
Children's	42	\$175.87	\$867,762
Footwear	30	\$145.76	\$719,199
Watches & Jewelry	38	\$85.66	\$422,630
Apparel Products and Services ¹	39	\$48.86	\$241,073
Computer			
Computers and Hardware for Home Use	38	\$79.93	\$394,399
Software and Accessories for Home Use	34	\$9.87	\$48,686
Entertainment & Recreation	46	\$1,722.63	\$8,499,436
Fees and Admissions	31	\$194.37	\$959,012
Membership Fees for Clubs ²	34	\$56.90	\$280,767
Fees for Participant Sports, excl. Trips	29	\$33.39	\$164,730
Admission to Movie/Theatre/Opera/Ballet	31	\$45.61	\$225,058
Admission to Sporting Events, excl. Trips	34	\$20.63	\$101,809
Fees for Recreational Lessons	29	\$37.56	\$185,330
Dating Services	46	\$0.27	\$1,318
TV/Video/Sound Equipment	44	\$626.40	\$3,090,644
Community Antenna or Cable TV	49	\$361.10	\$1,781,672
Televisions	36	\$107.15	\$528,662
VCRs, Video Cameras, and DVD Players	45	\$15.00	\$73,993
Video Cassettes and DVDs	43	\$28.21	\$139,178
Video Game Hardware and Software	42	\$14.93	\$73,684
Satellite Dishes	58	\$0.64	\$3,161
Rental of Video Cassettes and DVDs	43	\$21.70	\$107,059
Streaming/Downloaded Video	25	\$0.20	\$1,004
Sound Equipment ³	35	\$75.03	\$370,210
Rental and Repair of TV/Radio/Sound Equipment	42	\$2.44	\$12,021
Pets	57	\$250.51	\$1,236,013
Toys and Games	46	\$69.10	\$340,954
Recreational Vehicles and Fees ⁴	71	\$311.03	\$1,534,604
Sports/Recreation/Exercise Equipment ⁵	44	\$95.12	\$469,335
Photo Equipment and Supplies ⁶	45	\$56.86	\$280,563
Reading ⁷	41	\$119.24	\$588,311
Food	45	\$3,745.51	\$18,480,332
Food at Home	47	\$2,273.39	\$11,216,904
Bakery and Cereal Products	47	\$317.91	\$1,568,572
Meat, Poultry, Fish, and Eggs	48	\$582.46	\$2,873,849
Dairy Products	47	\$260.76	\$1,286,607
Fruit and Vegetables	42	\$349.44	\$1,724,157
Snacks and Other Food at Home ⁸	48	\$762.81	\$3,763,719
Food Away from Home	43	\$1,472.12	\$7,263,428
Alcoholic Beverages	35	\$208.44	\$1,028,449
Nonalcoholic Beverages at Home	50	\$221.27	\$1,091,755



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	24	\$242.89	\$1,198,440
Vehicle Loans	54	\$3,117.95	\$15,383,950
Health			
Nonprescription Drugs	58	\$66.23	\$326,759
Prescription Drugs	59	\$333.68	\$1,646,362
Eyeglasses and Contact Lenses	50	\$38.21	\$188,550
Home			
Mortgage Payment and Basics ⁹	36	\$3,322.37	\$16,392,584
Maintenance and Remodeling Services	36	\$742.60	\$3,663,987
Maintenance and Remodeling Materials ¹⁰	59	\$244.92	\$1,208,427
Utilities, Fuel, and Public Services	51	\$2,313.13	\$11,412,986
Household Furnishings and Equipment			
Household Textiles ¹¹	41	\$57.20	\$282,213
Furniture	35	\$230.40	\$1,136,788
Floor Coverings	37	\$36.03	\$177,752
Major Appliances ¹²	49	\$147.63	\$728,402
Housewares ¹³	39	\$36.57	\$180,425
Small Appliances	47	\$16.68	\$82,298
Luggage	31	\$3.13	\$15,419
Telephones and Accessories	37	\$15.84	\$78,132
Household Operations			
Child Care	32	\$133.03	\$656,377
Lawn and Garden ¹⁴	50	\$210.16	\$1,036,950
Moving/Storage/Freight Express	39	\$20.62	\$101,736
Housekeeping Supplies ¹⁵	49	\$372.58	\$1,838,305
Insurance			
Owners and Renters Insurance	52	\$255.91	\$1,262,658
Vehicle Insurance	47	\$662.74	\$3,269,935
Life/Other Insurance	50	\$289.70	\$1,429,361
Health Insurance	52	\$1,050.80	\$5,184,650
Personal Care Products ¹⁶	45	\$193.71	\$955,753
School Books and Supplies ¹⁷	36	\$43.04	\$212,344
Smoking Products	62	\$279.63	\$1,379,717
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	50	\$2,598.42	\$12,820,592
Gasoline and Motor Oil	55	\$1,378.04	\$6,799,242
Vehicle Maintenance and Repairs	46	\$452.65	\$2,233,393
Travel			
Airline Fares	30	\$125.38	\$618,606
Lodging on Trips	38	\$163.73	\$807,848
Auto/Truck/Van Rental on Trips	27	\$10.70	\$52,806
Food and Drink on Trips	39	\$183.38	\$904,821

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.